

### ***Abstract***

This invention is directed toward an integrated product evaluation selection and purchasing system allowing the consumer to both physically evaluate a product in the showroom environment as well as to utilize the benefits of online selection and e-commerce purchasing. The showroom environment contains an interactive stand capable receiving product criteria from the consumer representing the desired characteristics of a good. The interactive stand is able to direct the consumer to perform physical evaluations on samples of goods representing the available goods for sale and to include these physical evaluations into the product criteria of the consumer. The interactive stand is then able to compare the product criteria with selection characteristics to provide a hierarchy of preferred goods ordered by preference. The consumer may purchase a good wherefore the purchase information is transmitted to a call center and, ultimately, to a distribution center, where shipping takes place.

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